



**CITY OF SOMERVILLE, MASSACHUSETTS**  
***MAYOR'S OFFICE OF STRATEGIC PLANNING & COMMUNITY DEVELOPMENT***  
**KATJANA BALLANTYNE**  
**MAYOR**

GEORGE J. PROAKIS  
EXECUTIVE DIRECTOR

March 22, 2022

Sarah Forde  
Director, Development  
Federal Realty Investment Trust  
450 Artisan Way, Suite 320  
Somerville, MA 02145

Dear Ms. Forde,

This letter is the Final Decision of the Director of Mobility for the Mobility Management Plan ('MMP') submitted by Federal Realty Investment Trust (the 'Applicant') for 350 Assembly Row as required by §11.4 Mobility Management of the Somerville Zoning Ordinance (SZO). The decision is an **Approval with Conditions**. This letter details the conditions necessary for the successful implementation of your plan.

### Background & Applicability

The Applicant proposes to construct a mixed-use development within an approximately 1.33-acre parcel of land at 350 Assembly Row. Known as Block 7A, the site is part of the overall Assembly Row Planned Unit Development Preliminary Master Plan (PUD). The proposed development will consist of approximately 381,529 sf of space in a seven-story building. This is planned to include approximately 364,622 sf of commercial (research & development/laboratory/office) space and 16,907 sf of retail/restaurant space. The project will include 177 subsurface parking spaces within the building footprint, for a parking ratio of 0.46 spaces per 1,000 sf. In addition, 78 total bicycle parking spaces are planned (60 long term and 18 short term).

The proposed building will meet the fifty thousand (50,000) square feet commercial space threshold to trigger MMP requirements of the property owner. Due to the size of the building, one or more future tenants may trigger the requirements of individual employers with more than 50 employees. **The property owner shall make best efforts to require qualifying future tenants to provide required mobility management programs and services through lease agreements.**

## Plan Commitments

### Programs and Services Required by Somerville Zoning Ordinance

While Assembly Row PUD was approved under the City's previous zoning ordinance, prior to the requirement of Mobility Management Plan, the City is committed to working with the Applicant to control vehicle trips to and from the proposed development and to offering safe and efficient multimodal transportation options to future employees and visitors to the site.

The following section details the baseline Mobility Management programs and services that are required by the current Somerville Zoning Ordinance ('SZO') (non-PUD) for all applicants submitting a Mobility Management Plan.

In relation to the mode share commitment requirement for all mobility management plans **the Applicant will make best efforts to:**

- To limit the percentage of trips made by automobile at fifty percent (50%) or less and to implement additional mobility management programs and services if annual monitoring and reporting identifies a shortfall in meeting this goal.

In relation to the programs and services required for commercial property owners of buildings with fifty thousand (50,000) square feet or more of commercial space and for multi-tenant buildings where the tenants, in combination, have fifty (50) or more employees, **the Applicant must make the following commitments to provide for their tenants:**

- To provide an on-site transportation coordinator and to identify the workspace location or office and contact information for the on-site transportation coordinator prior to occupancy of the building.
- To post and distribute mobility management information, including information pertaining to pedestrian, cycling and transit access to the Project Site.
- To host an annual mobility management education meeting for tenants and their employees.
- To un-bundle the rental or lease of parking spaces from the rental or lease of floor space.
- To provide preferential carpool and vanpool parking, with spaces located nearest to building entrances within the parking garage as a convenience to commuters and to promote ridesharing.
- To provide an annual mobility management meeting for tenants and their employees.

In relation to the programs and services required for commercial property owners of buildings with fifty thousand (50,000) square feet or more of commercial space and for multi-tenant buildings where the tenants, in combination, have fifty (50) or more employees, **the Applicant has committed to make best efforts to require their tenants, in all commercial lease agreements for all future tenants of any size, to:**

- To provide their employees with Qualified Transportation Fringe benefits per current U.S. Internal Revenue Code.
- To provide their employees with a guaranteed ride home service.

In relation to the programs and services required for commercial uses with 50 or more employees, the **Applicant must commit to make best efforts to require, in all commercial lease agreements for all future tenants with 50 or more employees:**

- To submit their own Mobility Management Plan and provide for their employees all programs and services required by the Somerville Zoning Ordinance of employers with 50 or more employees.
- To provide their own on-site transportation coordinator and to identify the workspace location or office and contact information for the on-site transportation coordinator prior to occupancy of the building.
- To both post and distribute mobility management information, including information pertaining to pedestrian, cycling and transit access to the Project Site.
- To provide their employees with Qualified Transportation Fringe benefits per current U.S. Internal Revenue Code.
- To provide their employees with a guaranteed ride home service.
- To host an annual mobility management education meeting for their employees.

In relation to the programs and services required for property owners of commercial parking facilities the **Applicant must commit to the following programs and services for the operation of their commercial parking facility:**

- To offer preferential carpool and vanpool parking within the parking garage and spaces near office building entrances within the parking garage as a convenience to commuters and to promote ridesharing.
- To post mobility management information, including information pertaining to pedestrian, cycling and transit access to the Project Site.

### Mobility Division Comments & Approval Conditions

The Applicant details a number of additional programs and services that may or may not be offered by the Applicant or by future tenants. While we commend the Applicant for detailing several programs and services that could help reduce vehicle travel to the site, these measures cannot be evaluated as constructive elements of the Mobility Management plan without firm and specific commitments by the Applicant to implement them or require them of future tenants.

- **CONDITION #1:** *The Applicant (or their designated parking facility operator) will operate the parking garage as a Commercial Parking Facility use and will offer, at minimum, hourly, daily (weekday and weekend), overnight, and monthly parking rental options at local market rates to general public, inclusive of tenant employees, 24 hours per day, 7 days per week, and 365 days per year. Tenant employees must pay market rate directly for parking and must be made aware of different parking pass options at the point of sale and through the distribution of mobility management information. Tenants may not lease parking spaces or passes on behalf of their employees, but tenant leases may include the allocation of a set number of unreserved monthly parking passes which may be purchased by tenant employees directly from the Applicant (or their designated parking facility operator) on a first come first serve basis. The property owner must provide either a copy of executed lease agreements or an affidavit signed by the property owner and tenant(s) verifying that this language was included and agreed to in the lease or other agreement.*

- **CONDITION #2:** *The Applicant (or their designated parking facility operator) must manage the Commercial Parking Facility so that the various required parking pass options remain generally available to the public, inclusive of tenant employees. Any reserved parking spaces are subject to a 150% market rate price premium as well as the overall reserved space limits set forth in Condition #6. Applicant will submit details on all parking rates offered in the commercial parking facility as well as detailed historical parking occupancy and passholder sales data with annual reporting so that the utilization of the garage may be evaluated. Applicant may adopt operational measures to meet existing passholder obligations but shall always seek to maximize utilization of parking spaces.*
- **CONDITION #3:** *In any lease agreement with all future tenants of any number of employees, the Applicant shall require the tenant to unbundle, and charge the market rate for, any employee parking spaces by charging their employees the full market rate of such spaces. Standard lease agreement language for unbundled and market rate parking must be approved by the Director prior to the issuance of any Certificate of Occupancy for tenant space, such approval shall not be unreasonably withheld. To verify ongoing conformance, the property owner must provide either a copy of executed lease agreements or an affidavit signed by the property owner and tenant(s) verifying that this language was included and agreed to in the lease or other agreement.*

The Mobility Division commends the Applicant for providing a relatively low parking ratio of 0.46 spaces per 1000 sf, and notes that national and local research has demonstrated that excessive motor vehicle parking in new development reduces mass transit ridership and undermines public investment in mass transit infrastructure. Strong Transportation Demand Management (TDM) measures, transit amenities and connections, and additional supportive infrastructure to encourage the use of non-vehicle transportation modes are integral components of Mobility Management planning for this site.

- **CONDITION #4:** *Posted and distributed mobility management information must be reviewed and approved by the Director of Mobility prior to the issuance of any Certificate of Occupancy for the building, such approval shall not be unreasonably withheld.*
- **CONDITION #5:** *On-site real time transit information is required, consisting of three (3) connected TransitScreen displays (or equivalent service). One (1) screen shall be located inside the building lobby near the pedestrian entrance located on Assembly Row. The remaining two (2) screens shall be located exterior to the building so that they are visible to those on the sidewalk abutting the site. A campus-wide plan for the placement of real time transit screens exterior of buildings must be developed by the Applicant and reviewed and approved by the Director of Mobility. Details on the locations of all real time transit information screens will be submitted to the Director for approval prior to the issuance of a building permit for the site, such approval shall not be unreasonably withheld.*
- **CONDITION #6:** *The number of reserved parking spaces in the Project is restricted to no more than 5% rounded to the nearest whole number (9 spaces if the final total Project parking count is 177 spaces).*
- **CONDITION #7:** *At least 25% of the garage vehicle parking spaces, rounded to the nearest whole number (44 spaces) must be equipped with Level 2 Chargers when the garage opens for occupancy. The remaining 75% of the garage vehicle parking spaces must be EV Ready spaces. EV Ready spaces must be equipped with Level 2 chargers as demand warrants. Documentation of EV readiness must be submitted to the Mobility Division prior to the issuance of any building*

*permit for the site, including adequate space in the electrical panel, and space for additional transformer capacity to accommodate the future installations.*

- **CONDITION #8:** *Up to 5% of vehicle parking spaces (9 spaces) will be made available, as demand warrants, and will be signed, designated, and reserved for carpools and/or vanpools and be located in preferential locations close to building entrances.*
- **CONDITION #9:** *At least two (2) garage vehicle parking spaces must be signed, designated, reserved, and made available for car share vehicles at no cost to a car share service provider. Spaces may be brought online at the discretion of the car share service provider. Notification of available spaces to car share service providers must be documented prior to the issuance of any Certificate of Occupancy and in annual reporting. Applicant may choose instead to provide their own vehicles and reservation system for on-site car sharing spaces. The Applicant may fulfill this condition by developing a campus-wide plan for car share that is reviewed and approved by the Director of Mobility.*
- **CONDITION #10:** *At least one (1) bicycle repair facility must be provided for tenant employees in a convenient location such as the bike storage room. Locker rooms with shower facilities must be provided for tenant employees and can be provided in a single space for all building users, in spaces for each tenant, or in multiple spaces shared amongst tenants.*
- **CONDITION #11:** *The Applicant will sponsor, fund the purchase of, and identify an on-site and off-street location for a city owned 19-dock BlueBikes bike share station to be located on the Applicant's property or a city approved location on the adjacent public sidewalk. Unless otherwise approved by the Director, the location must be identified prior to the issuance of any building permit for the site. Station must be installed and operational prior to issuance of any Certificate of Occupancy for the site. If the Director determines that an appropriate site cannot be found on or adjacent to the development site, the sponsorship payment must be made prior to issuance of any Certificate of Occupancy for the site and the city may place the sponsored station at another location at their sole direction.*
- **CONDITION #12:** *In any lease agreement with all future tenants of any number of employees, the Applicant shall make best efforts to require tenant(s) to enroll in the BlueBikes Bike Share Corporate Partner Program and subsidize annual BlueBikes memberships for employees at the Gold subsidy level or higher (100% subsidy), subject to rate increases. Standard lease agreement language for subsidized BlueBikes annual passes must be approved by the Director prior to their execution in lease agreements, such approval shall not be unreasonably withheld. To verify ongoing conformance, the property owner or property manager must provide either a copy of executed lease agreements or an affidavit signed by the property owner and tenant(s) verifying that this language was included and agreed to in the lease or other agreement. Applicant or any future property owner or property manager may also choose to provide these subsidies themselves directly to site employees. Applicant or any future property owner may choose to provide these subsidies themselves directly to site employees and must provide these subsidies directly for employees of any tenant that does not comply with this condition.*
- **CONDITION #13:** *In any lease agreement with all future tenants of any number of employees, the Applicant shall require tenant(s) to subsidize employee MBTA transit passes (MBTA Monthly LinkPass) by at least 90% of the pass cost (currently \$90 and subject to fare increases). Standard*

*lease agreement language for subsidized MBTA transit passes must be approved by the Director prior to their execution in lease agreements, such approval shall not be unreasonably withheld. To verify ongoing conformance, the property owner or property manager must provide either a copy of executed lease agreements or an affidavit signed by the property owner and tenant(s) verifying that this language was included and agreed to in the lease or other agreement. Applicant or any future property owner may choose to provide these subsidies themselves directly to site employees and may provide these subsidies directly for employees of any tenant that does not comply with this condition.*

- **CONDITION #14:** *In addition to the initial mode share commitment of 50% or less trips made by automobile, the Applicant will make reasonable efforts to control the percentage of trips made by vehicles at 37.5% or less by 2030 and at 25% or less by 2040 in order to meet the city's SomerVision 2040 goals. The Applicant may implement additional mobility management programs and services if annual monitoring and reporting identifies a shortfall in meeting this goal.*

## Additional Recommendations

The Applicant shall conduct monitoring and reporting, as noted in the following section of this letter. If the TDM conditions described in this letter fail to achieve the stated mode-split goals, the Applicant shall work with the Transportation Management Association (Assembly Connect) to implement additional programs or services to help achieve that goal. These additional programs or services could include, and are not limited to:

- Reducing the number of available parking spaces to support the mode-split commitment.
- Installing more long term and short-term bicycle parking spaces.
- Increasing the price of parking spaces.
- Offering more parking spaces for car share vehicles and/or carpool/vanpool

## Monitoring and Reporting

The property owner has committed to Annual Reporting to track, assess, and report on the implementation of the Mobility Management, including:

- An annual statistically valid travel survey of employees.
- Annual reporting of parking utilization and operations for the parking facility
- Biennial (every other year) counts of automobile trips entering & exiting the parking facilities.
- Status update of Mobility Management program & service implementation.

All monitoring must be conducted at the same time each year, as determined by the Certificate of Occupancy. If the Certificate of Occupancy is issued between September 1 and February 29, the monitoring shall take place during the months of September or October and be reported to the Mobility Division no later than November 30. If the Certificate of Occupancy is issued between March 1 and August 31, monitoring shall take place during the months of April or May and be reported to the Mobility Division no later than June 30. This will ensure that the monitoring captures a realistic assessment of the performance of the project, while giving time to compile the results and report them to the City.



It is important to note that while approved Mobility Management Plans are transferable by and among private parties, this transfer is contingent upon the new owner agreeing to continue to operate in accordance with the previously approved Mobility Management plan, as conditioned. Should the property owner elect to transfer some portion or all of the development subject to this Mobility Management Plan, commitment to the previously approved Mobility Management Plan is required by the new property owner.

I look forward to working with you in the future as you implement this plan. If you have any questions, please feel free to contact me at (617) 625-6600 or [brawson@somervillema.gov](mailto:brawson@somervillema.gov).

Sincerely,



Brad Rawson  
Director of Mobility  
Mayor's Office of Strategic Planning & Community Development  
City of Somerville, Massachusetts

I certify that I have read and agree to implement the Mobility Management Plan in the form approved by the Director of Mobility. I understand that failure to implement the approved plan may result in enforcement actions taken by the City of Somerville.

Agreed and accepted,



Sarah Forde  
Director, Development  
Federal Realty Investment Trust